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PRESS RELEASE

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RADIO INDUSTRY LAUNCHES RADIO AMNESTY

The UK radio industry today launched a major cross-industry consumer initiative and marketing campaign – the Radio Amnesty – offering consumers a discount on a new digital radio in exchange for their analogue radio, which will be reconditioned and given to needy children in Africa. The scheme coincides with the scheduling of exclusive digital coverage of the World Cup and other sporting and music events, and gives listeners another reason to get digital radio.

The Radio Amnesty, which has been developed by the BBC with the support of Digital Radio UK, commercial radio, set manufacturers and retailers, will see discounts offered on selected models from Alba, Bush, MagicBox, Panasonic, Philips, Proline, PURE, Roberts and Sony. Participating retailers include Argos, Comet, John Lewis, Tesco and leading independent stores. Analogue sets handed in will be donated to charities working in Southern Africa, or will be recycled.

Coinciding with the scheme will be an unprecedented schedule of digital content including World Cup coverage on 5 live, 5 live Sports Extra and TalkSport, Wimbledon Coverage on 5 live Sports Extra, uninterrupted ball-by-ball cricket commentary exclusively on 5 live Sports Extra, Glastonbury coverage on 6Music, and festivals coverage on Absolute Radio.

The scheme will run from 22nd May to 26th June 2010, and is being supported by a major marketing campaign developed by Digital Radio UK on behalf of the UK Radio Industry, which will feature on-air promotions (produced by AMV.BBDO) and voiced by Stephen Fry, Gaby Roslin and Noddy Holder. The promotions will be carried across commercial radio, including Classic FM, Absolute Radio, TalkSport, over a hundred local Commercial Radio stations, most digital-only stations, BBC Radios 2, 4 and 7 and most BBC local radio stations. Radio 5 live will broadcast tailored trails voiced by Gabby Logan which promote the Radio Amnesty alongside exclusive digital sports content on 5 live Sports Extra. The campaign is also supported by in-store point of sale information.

The portable analogue radios collected during the Amnesty will be reconditioned by RadioFix and sent to Southern Africa to support projects set up by the Children's Radio Foundation and UNICEF, where

they will support the personal and intellectual development of children through giving them access to radio programmes for children. Radios which are beyond repair will be recycled under the WEEE Directive.

Ford Ennals, Chief Executive of Digital Radio UK, said:

“Digital radio is the future for UK radio and the Radio Amnesty gives consumers even more reasons to get digital radio. This is an amazing summer of exclusive sports and music on digital radio and also a great opportunity to support children’s charities in Southern Africa. It is a wonderful example of the UK Radio Industry coming together to support digital radio and a very worthwhile cause.”

Andrew Harrison, Chief Executive, RadioCentre, said:

“The Radio Amnesty is a terrific scheme which will see many more listeners discovering the benefits of digital radio. The scheme has the full support of all the major commercial radio groups, including Global, Bauer, GMG Radio, Absolute Radio and UTV Radio, as well as exclusive-to-digital services, such as Planet Rock, NME, Jazz FM and Panjab Radio, who are donating significant airtime to the promotion to ensure that our listeners know about this great opportunity.”

Tim Davie, Director of Audio and Music, BBC, said:

“This is a great example of how the whole radio industry can work together to drive digital uptake - and help a good cause in the process. The Radio Amnesty is particularly powerful for 5 live sports extra, which offers an incredible range of exclusive digital content over the summer, including the World Cup, test cricket and Wimbledon.”

Elizabeth Sachs, President and Founder, Children's Radio Foundation said:

"Giving children radios is in fact giving them access to a world of information, ideas, and inspiration. Radios connect young people to each other and broaden their horizons. Our radio production workshops with young people give them the chance to tell their stories...to voice their concerns, and to share their triumphs and strategies for success. We're proud to be working with the UK radio industry to provide young Southern Africans with radios, as it allows even more young people to hear these powerful stories and to be inspired themselves."

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About Digital Radio UK

Digital Radio UK's mission is to accelerate digital listening and build out digital radio coverage; working with the radio industry, Government and Ofcom.

Funded by the BBC, Commercial Radio and Arqiva, Digital Radio UK is the central industry communicator on digital radio. It works closely with all parties with an interest in digital radio, from consumer groups and the car industry, to manufacturers and retailers, to deliver the listener and economic benefits of digital radio upgrade, which include more station choice, a better listening experience and greater functionality.

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